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08/07/96	CH				OR	97106-0000

(online or off-line or van adj? ☐
line) or net or network or web or
Internet or lan or wan) adj2 ☐
(sales adj2 promotion) or ☐
advertising) and : buy or buying or
thought or purchase or purchasing
or purchased)

UPDATE
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word/wpl
JANUARY
9-20-2004
[Signature]

A. BREEDER	B. SATION	C. RANGE	D. TACT	E. LITEL
F. EVAL C	G. INVENTOR	H. S	I. C	J.

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UUC
Quella

Quelle

(((((online or on-line or (on adj2
line) or net or network or web or
internet or lan or wan) adj5
((sales adj2 promotion) or
advertising))and (buy or buying or
bought or purchase or purchasing
or purchased) and (third adj2
party) and (shopping adj3 (cart
or basket)))

Document ID	Issue Date	Pages	Title	Current OR	Current XRef	Retrieval C	Inventor
1							B
2							C

Drafts
ISNR:
BRS:
ISNR:
BRS:
ISNR:
Pending
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(1841) ((online or on-line or (on adj2 line) or net or network or web or Internet or lan or wan.
(687) (((online or on-line or (on adj2 line) or net or network or web or Internet or lan or wan.
(104) (((online or on-line or (on adj2 line) or net or network or web or Internet or lan or wan.
(173) (((online or on-line or (on adj2 line) or net or network or web or Internet or lan or wan.
(8) (((online or on-line or (on adj2 line) or net or network or web or Internet or lan or wan.
(2) ("6223215").PN.
(0) ("6223215").PN.) and ((third adj3 party) or manufacturer or dealer)
(1) ("6223215").PN.) and (distributor or supplier or supplier or vendor or wholesaler or wholes.
Favorites
Tagged (0)
UDC
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U	I	Document ID	Issue Date	Pages	Title	Current OR	Current XREF	Retrieval C	Inventor	S	C
<input type="checkbox"/>	<input type="checkbox"/>	US 20020013950	20020131	14	Method and system to save context for deferred	725/109	725/110;		Tomson, Mai-Jan	<input type="checkbox"/>	<input type="checkbox"/>

(((online or on-line or (on adj2 line) or net or network or web or Internet or lan or wan) adj5 ((sales adj2 promotion) or advertising))and (buy or buying or bought or purchase or purchasing or purchased)) and (third adj2 party)) and (shopping adj3 (cart or basket)) and ((shopping adj3 (cart or basket)) adj3 (ld or designation or identifier or identifying or identification or indicator))

- ⊖ Drafts
- ⊖ ISNR: (1841) ((online or on-line or (on adj2 line) or net or network or web or Internet or lan or wan.
- ⊖ BRS: (687) ((online or on-line or (on adj2 line) or net or network or web or Internet or lan or wan.
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- ⊖ ISNR: (173) (((online or on-line or (on adj2 line) or net or network or web or Internet or lan or wan.
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- ⊖ Favorites
- ⊖ Tagged (0)
- ⊖ UDC
- ⊖ Queue

DB:	Supplier	Product	Order	Ship	Cost
Default:	Supplier	Product	Order	Ship	Cost
(((online or on-line or (on adj2 line) or net or network or web or Internet or lan or wan) adj5 ((sales adj2 promotion) or advertising))and (buy or buying or bought or purchase or purchasing or purchased)) and (shopping adj3 (cart or basket))					

ID	Document ID	Issue Date	Pages	Title	Current OR	Current XREF	Retrieval C	Inventor	S	C
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 advertising))and (buy or buying or
 bought or purchase or purchasing
 or purchased)) and ((shopping adj3
 (cart or basket) adj3 (id or
 designation or identifier or
 identifying or identification or
 indicator))

#	Document ID	Issue Date	Pages	Title	Current OR	Current XREF	Ref Retrieval	Inventor	S	C
1	US 20020198939	20021226	23	System and method for collecting and analyzing	709/203	709/246		Lee, Junhyoung et al.	<input type="checkbox"/>	<input type="checkbox"/>
2	US 20020161673	20021031	23	Aggregating and analyzing information about content	705/27			Lee, Junhyoung et al.	<input type="checkbox"/>	<input type="checkbox"/>
3	US 20020013950	20020131	14	Method and system to save context for deferred	725/109	725/110; 725/51		Tomson, Mai-lan	<input type="checkbox"/>	<input type="checkbox"/>
4	US 20010028301	20011011	16	Electronic shopping cart display system	340/5.91	340/5.9; 345/700;		Geiger, Mark A. et al.	<input type="checkbox"/>	<input type="checkbox"/>
5	US 6601100 B2	20030729	23	System and method for collecting and analyzing	709/226	705/10; 709/224;		Lee, Junhyoung et al.	<input type="checkbox"/>	<input type="checkbox"/>
6	US 6493724 B1	20021210	23	Web-integrated inventory management system and method	707/104.1	705/10		Cusack, Martin V. et al.	<input type="checkbox"/>	<input type="checkbox"/>
7	US 6466970 B1	20021015	24	System and method for collecting and analyzing	709/217	709/203; 709/219		Lee, Junhyoung et al.	<input type="checkbox"/>	<input type="checkbox"/>
8	US 6223215 B1	20010424	13	Tracking a user's purchases on the internet by	709/217	709/203; 709/218;		Hunt, Simon R. et al.	<input type="checkbox"/>	<input type="checkbox"/>

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- ⓧ BRS:
- ⓧ ISNR:
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U	1	Document ID	Issue Date	Pages	Title	Current OR	Current Xref	Retrieval C	Author	Editor	Reviewer	Appr	Stat
<input type="checkbox"/>	<input type="checkbox"/>	US 6223215 B1	20010424	13	Tracking a user's purchases on the Internet by	709/217	709/203;	709/218;					
									Hunt, Simon R. et al.	Inventor			

("6223215").PN.) and (distributor
 or supplier or supplier or vendor
 or wholesaler or wholesaler or
 factory)

US-PAT-NO: 6223215

DOCUMENT-IDENTIFIER: US 6223215 B1

TITLE: Tracking a user's purchases
on the internet by
associating the user with an
inbound source and a session
identifier

DATE-ISSUED: April 24, 2001

INVENTOR-INFORMATION:

NAME	STATE	ZIP CODE	COUNTRY	CITY
Hunt; Simon R.	CA	N/A	N/A	Campbell
Wisner; Steven P.	CA	N/A	N/A	San Jose

ASSIGNEE INFORMATION:

NAME	STATE	ZIP CODE	COUNTRY	CITY	TYPE CODE
Sony Corporation	N/A	N/A	JP	Tokyo	03
Sony Electronics Inc.	NJ	N/A	N/A	Park Ridge	02

APPL-NO: 09/ 158327

DATE FILED: September 22, 1998

INT-CL: [07] G06F015/16

US-CL-ISSUED: 709/217, 709/203 , 709/218 ,
709/224 , 709/245 , 707/501

US-CL-CURRENT: 709/217, 709/203 , 709/218 ,

709/224 , 709/245 , 715/501.1

FIELD-OF-SEARCH: 705/10; 705/26 ; 705/27 ; 705/1 ;
705/56 ; 709/218 ; 709/217
; 709/203 ; 709/224 ; 709/245

REF-CITED:

PAT-NO PATENTEE-NAME	U.S. PATENT DOCUMENTS ISSUE-DATE	US-CL
<u>5715314</u>	February 1998	Payne et al.
N/A	705/26	<u>N/A</u>
5724424	March 1998	<u>Gifford</u>
N/A	705/26	N/A
<u>5819285</u>	October 1998	Damico et al.
N/A	707/104	<u>N/A</u>
5983199	November 1999	<u>Kaneko</u>
N/A	705/26	N/A
<u>5991740</u>	November 1999	Messer
N/A	705/27	<u>N/A</u>
6029141	February 2000	<u>Bezos</u> et al.
N/A	705/27	N/A

FOREIGN-PAT-NO US-CL	FOREIGN PATENT DOCUMENTS PUBN-DATE	COUNTRY
9-001066	January 1997	JP

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<http://www.webconnect.net/newmedia/WhatWeDo.asp>.
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Tracking to the Max (i33 Communications
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measure Effectiveness of Online Advertising)
Promo. vol. XI, No. 6, p. 158,
May 1998.*

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1, 1999.*

Adforce Debuts Online Tracking Technology to Measure Ad Campaign ROI. Press Release
<http://www.adforce.com/home/press100799.html>, Aug. 7, 1999.*

i33 Communications Launches AdMaximize Customizable Internet-Based Service Measures and Optimizes Banner Ad Performance Against Click Throughs. Business Wire, Mar. 10, 1998.*

SecureLink SDK (Programmers's Tutorial, p/n 42-11230-A01).

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SecureLink.TM. SKD.sub.3.0 / Programmer's Tutorial (p/n 42-11230-A01).

Open Market Technical White Paper: Security Considerations in Open Market's

Products (Dec. 13, 1996).

ART-UNIT: 215

PRIMARY-EXAMINER: Millin; Vincent

ASSISTANT-EXAMINER: Nguyen; Cuong H.

ATTY-AGENT-FIRM: Butt; Richard H. Fujii; Harold T.

ABSTRACT:

In one embodiment, a method for interactive network session tracking from inbound source to net sale includes storing a unique session ID (identifier) in an entry in a session database, and associating the session ID with an inbound source (origin) of the user of an interactive network site. The user's actions, such as page views, product detail views, and shopping cart additions and deletions, can also be stored in the session database associated with the session ID. The unique session ID is embedded in a digital offer that is stored in a transaction database such that net sale data is associated with the session ID. Reporting and correlation of transaction data and the user activity data can be performed offline for analysis of purchase and traffic patterns.

25 Claims, 10 Drawing figures

Exemplary Claim Number: 1

Number of Drawing Sheets: 6

US-PAT-NO: 6223215

DOCUMENT-IDENTIFIER: US 6223215 B1

TITLE: Tracking a user's purchases
on the internet by associating the user with an
inbound source and a session
identifier

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Abstract Text - ABTX (1):

In one embodiment, a method for interactive network session tracking from inbound source to net sale includes storing a unique session ID (identifier) in an entry in a session database, and associating the session ID with an inbound source (origin) of the user of an interactive network site. The user's actions, such as page views, product detail views, and shopping cart additions and deletions, can also be stored in the session database associated with the session ID. The unique session ID is embedded in a digital offer that is stored in a transaction database such that net sale data is associated with the session ID. Reporting and correlation of transaction data and the user activity data can be performed offline for analysis of purchase and traffic patterns.

TITLE - TI (1):

Tracking a user's purchases on the internet by associating the user with an inbound source and a session identifier

Brief Summary Text - BSTX (7):

As the revenue generated from E-commerce and advertising on interactive networks, such as the WWW, continues to increase, interactive network session tracking of origin-through-sales series of actions is needed. For example, an origin-through-sales series of actions includes a customer's (e.g., a WWW user of an online store) origin, such as a unique source ID (identifier) of a banner (advertisement) on a search engine WWW site (e.g., using standard name-value pairs passed via HTTP protocol). The origin-through-sales series of actions can also include the customer's browsing path through an interactive network site, such as a WWW online store site, and optionally the amount of time spent by the customer at the network site. The origin-through-sales series of actions further includes the customer's net sales information, such as goods or services purchased through the online store.

Brief Summary Text - BSTX (9):

In a traditional WWW site using static HTML (HyperText Markup Language) pages, session tracking can be performed through analysis of WWW server logs using commercially available tools. However, the commercially available tools cannot perform session tracking in a dynamically generated WWW site in which the contents of the site exist as sets of data in a

database rather than as static HTML pages, such as an online store that maintains an online catalog in a database. Moreover, the commercially available tools cannot perform session tracking in a WWW site that provides a (secure) purchase subsystem (e.g., using SSL protocol instead of HTTP protocol), because the desired information is encrypted.

Brief Summary Text - BSTX (10):

Accordingly, the present invention provides interactive network session tracking from inbound source to net sale. In one embodiment, a method includes storing a unique session ID in an entry in a session tracking database, and associating the session ID with a user's browser, such as via a transient HTTP (HyperText Transfer Protocol) cookie. The user's origin, such as a unique source ID of a banner (advertisement) on a search engine WWW site (e.g., using standard name-value pairs passed via HTTP protocol), is stored in the session database associated with the session ID. The user's actions, such as page views, product detail views, and additions and deletions of items in a virtual shopping cart, can also be stored in the session database associated with the session ID. Further, the session ID is embedded in a field of a transaction database of a (secure) purchase subsystem. For example, the purchase subsystem can be implemented using the commercially available Open Market TRANSACT database. The Open Market TRANSACT database maintains the net sales data

associated with the session ID. Thus, the net sales data can subsequently be extracted using the session ID as a key. Reporting and correlation of user action data stored in the session database and net sales data stored in the transaction database can be performed offline to analyze sale transaction patterns and traffic patterns.

Brief Summary Text - BSTX (11):

A "seam" between the catalog (presentation) subsystem and the purchase subsystem represents another problem with secure transactions over interactive networks, such as the WWW. For example, the catalog subsystem includes a shopping cart database that maintains the session ID, all items added in the shopping cart associated with the session ID, and in-stock status for each added item (e.g., back-ordered items can be determined using the value of the in-stock status). If the user decides to purchase the items in the shopping cart, the shopping cart data is passed to the purchase subsystem. However, if the user subsequently decides to return to the catalog subsystem, the shopping cart data stored in the shopping cart database of the catalog subsystem may not be consistent (may be out of sync) with the shopping cart data of the transaction database. For example, the user may have deleted items from the shopping cart while interacting with the purchase subsystem.

Brief Summary Text - BSTX (12):

Accordingly, in one embodiment, the seam between the catalog subsystem and the **purchase** subsystem is eliminated. The shopping cart database of the catalog subsystem is updated to reflect any shopping cart modifications performed by the user while interacting with the **purchase** subsystem. As a result, the shopping carts of the **purchase** subsystem and the catalog subsystem are effectively synchronized. Thus, if a user returns to the catalog subsystem from the **purchase** subsystem, the shopping cart database provides the appropriate shopping cart data associated with the user's unique session ID.

Detailed Description Text - DETX (9):

At stage 222, whether the user desires to have the contents of the user's shopping cart displayed is determined. For example, the user may want to view the currently added items in the user's shopping cart. If so, operation proceeds to stage 224. Otherwise, operation proceeds to stage 228. At stage 224, the shopping cart database is queried for items associated with the user's session ID. Stage 224 is further discussed below with respect to FIG. 6. At stage 226, the selected items and associated in-stock status are displayed to the user. For example, the user's selected items for **purchase** are output to the user's display.

Detailed Description Text - DETX (10):

At stage 228, whether the user is ready to **purchase** the currently selected

items is determined. If so, operation proceeds to stage 230 and transitions to a (secure) purchase subsystem (e.g., a purchase subsystem that communicates via the Internet using an encrypted protocol to protect sensitive financial data). Otherwise, operation returns to stage 204. In particular, as shown by the horizontal dashed line of FIG. 2, if the user elects to proceed to purchases of the selected items in the user's shopping cart, then operation transitions across a seam between a first subsystem and a second subsystem of the network site (e.g., a WWW server). In one embodiment, the first subsystem is a catalog subsystem, which uses standard HTTP protocol, and the second subsystem is a secure purchase subsystem, which uses standard SSL (Secure Sockets Layer) protocol (i.e., an encrypted protocol for security purposes). The architecture of a system for implementing the teachings of the present invention is further described below with respect to FIG. 10.

Detailed Description Text - DETX (12):

At stage 232, the digital offer is injected into a transaction database, such as the commercially available Open Market TRANSACT database. Thus, the user's shopping cart data is also maintained in the transaction database of the purchase subsystem and is associated with the user's unique session ID. Stage 232 is further discussed below with respect to FIG. 8.

Detailed Description Text - DETX (13):

The user can modify items in the user's shopping cart after entering into the purchase subsystem. For example, the user may decide to delete an item from the user's shopping cart. Accordingly, at stage 234, the shopping cart data associated with the session ID that is stored in the Open Market TRANSACT database is extracted from all TRANSACT order-related actions and the shopping cart database is appropriately updated. Accordingly, the shopping cart database of the catalog subsystem is synchronized with the shopping cart data stored in the transaction database of the purchase subsystem. Stage 234 is further discussed below with respect to FIG. 9. If the user executes any further interactions with the user interface of the WWW online store site, then operation returns to stage 204. Otherwise, (i.e., the user exits the browser session) operation terminates.

Detailed Description Text - DETX (18):

FIG. 7 is a flow diagram of stage 230 of FIG. 2 shown in greater detail in accordance with one embodiment of the present invention. At stage 702, a query of the shopping cart database is executed using the session ID and optionally the in-stock indicator as the keys to return items in the user's shopping cart. At stage 704, using the returned model identifier information, a series of digital offers is built in the standard Open Market TRANSACT 3 format. For example, the specification of the Open Market TRANSACT API (Application Program Interface) includes a field called the Unique ID

field, which is also referred to as the Domain field. The session ID is embedded in the Domain field, which allows cross-application interaction and, in particular, allows for online or offline correlation of user action data across the seam between the catalog subsystem and the purchase subsystem. For example, the association of the digital offer data with the unique session ID will allow a separately developed reporting tool to correlate details of a sale with the inbound source, user action at the network site, and net sale data. The Domain field can also contain other application-specific information.

Detailed Description Text - DETX (20):

FIG. 9 is a flow diagram of stage 234 of FIG. 2 shown in greater detail in accordance with one embodiment of the present invention. At stage 902, the session ID, which is embedded in the Domain field, is used as the primary key to shopping cart data stored in the Open Market TRANSACT database. At stage 904, the front-end shopping cart database is modified (updated) to accurately reflect the contents as portrayed in the Open Market shopping cart or order form as stored in the Open Market TRANSACT database. In one embodiment, an Oracle database trigger updating the front-end shopping cart database is implemented to react to changes made in real time to the Open Market TRANSACT database. In another embodiment, real-time monitoring of the user's interactions with Open Market TRANSACT is provided using a customized function

implemented using the Open Market TRANSACT screen customization. Accordingly, the front-end shopping cart database is synchronized with the Open Market TRANSACT database. Moreover, a user can advantageously freely navigate between the Open Market TRANSACT ordering form of the purchase subsystem and a catalog user interface of the catalog subsystem.

Detailed Description Text - DETX (21):

FIG. 10 is a block diagram of the architecture of a system for interactive network session tracking from inbound source to net sale in accordance with one embodiment of the present invention. In particular, FIG. 10 shows a catalog subsystem 1002 and a purchase subsystem 1012 stored in memory 140 (of FIG. 1). Catalog subsystem 1002 includes a front-end session database 1004 for tracking a user's actions on an interactive network site, such as a WWW online store site. For example, session database 1004 stores an entry 1006 that includes a unique session ID, an origin, and any user actions, as discussed above. Catalog subsystem 1002 also includes a front-end shopping cart database 1008 for maintaining the current contents of the user's shopping cart and associating the shopping cart with the session ID. For example, shopping cart database 1008 stores an entry 1010 that includes the session ID, added items, and in-stock status, as discussed above. Purchase subsystem 1012 includes a transaction database 1014 for storing digital offers and associating the digital offers with the session ID. For example,

transaction database 1014
stores an entry 1016 that includes the session ID
and a digital offer.

Detailed Description Text - DETX (23):

As shown in FIG. 10, catalog subsystem 1002 is in data communication with client computer 180 via the Internet 1018 using the standard HTTP protocol over a communication link 1020 and a communication link 1026. Purchase subsystem 1012 is in data communication with client computer 180 via the Internet 1018 using the standard SSL protocol over a communication link 1022 and a communication link 1028. Catalog subsystem 1002 is in data communication with purchase subsystem 1012 via an API 1024 using programmatic calls, as discussed above.

Claims Text - CLTX (9):

4. The process of claim 2 wherein the inbound source information is stored in a session database of a catalog subsystem, the user activity is stored in the session database of the catalog subsystem, and the net sale information is stored in a transaction database of a purchase subsystem, and wherein the purchase subsystem is in data communication with a network via an encrypted protocol.

Claims Text - CLTX (14):

7. The process of claim 4 wherein the catalog subsystem is in data communication with a second computer via an

Internet using a HyperText Transfer Protocol, the purchase subsystem is in data communication with the second computer via the Internet using a Secure Sockets Layer protocol, and the catalog subsystem is in data communication with the purchase subsystem via an Application Program Interface using programmatic calls.

Claims Text - CLTX (17):

a transaction database of a purchase subsystem operatively connected to the session database, the transaction database being configured to store a net sale information of the net sale executed by the user, the net sale information being associated with the session identifier, the transaction database further being configured to process a universal resource locator (URL) having a checksum that includes the session identifier, wherein the purchase subsystem is in data communication with a network using an encrypted protocol.

Claims Text - CLTX (21):

a shopping cart database of the catalog subsystem, the shopping cart database being configured to store an item selected for purchase by the user.

Claims Text - CLTX (32):

a purchase subsystem of the network site executed on the microprocessor, wherein the purchase subsystem comprises a transaction database that stores a digital offer associated with the session

identifier,

Claims Text - CLTX (33):

wherein the purchase subsystem communicates with a network using an encrypted protocol.

Claims Text - CLTX (38):

20. The machine of claim 19 wherein the catalog subsystem interacts with a client computer via the Internet using a HyperText Transfer Protocol, and the purchase subsystem interacts with the client computer via the Internet using a Secure Sockets Layer protocol.

Other Reference Publication - OREF (4):

Tracking to the Max (i33 Communications Launched AdMaximize System to measure Effectiveness of Online Advertising)
Promo. vol. XI, No. 6, p. 158,
May 1998.*

Other Reference Publication - OREF (6):

WebConnect--Advertisers Can Now Track Their Web Advertising from Impression, to Click, to Sale on Every Site on the Internet.
Business Wire, Jul. 30, 1998.*

Other Reference Publication - OREF (12):

Wexler, Diane. Amazon.com pays fees for book-buying referrals. Publishers Weekly, vol. 243, No. 35, p. 29, Aug. 26, 1996.*